



PRESS RELEASE

BUSINESS BEYOND BORDERS, AFRICAN UTILITY WEEK 16th – 18th May 2017

By participating in B2B meetings at the renowned South African international trade fair, SMEs in the water & power and utility sector can benefit from EU support. This opportunity will help them expand their businesses abroad.

The next Business Beyond Borders matchmaking event will take place in Cape Town (South Africa) at African Utility Week (AUW), a leading water and power utility trade fair, in May 2017.

Business Beyond Borders (BBB) is a European Commission initiative to help EU businesses, in particular Small and Medium Enterprises (SMEs) and Clusters, operate internationally with the ultimate goal of increasing economic growth within and outside Europe. A series of matchmaking events are being organised to bring together SMEs and representatives from relevant clusters, with potential trading partners from Europe and abroad with the aim of assisting businesses to access new international markets.

After a first successful matchmaking session at the Genera fair, which took place in the beginning of March in Madrid, BBB turns its attention to the biggest trade fair on the African continent. Hosting thousands of visitors each other, AUW is known for a strong representation of EU companies at the event, hosting national pavilions for Denmark, the Netherlands, Germany, France, Belgium and Czech Republic.

Welcoming the upcoming BBB event, Commissioner Karmenu Vella said *“By helping EU green SMEs operate internationally and by promoting green partnerships in target sectors, this Business Beyond Borders (BBB) matchmaking event at African Utility Week will help preserve our natural resources, promote clean energy and drive growth through a circular economy.”*

Thanks to the large network of partners and support entities, a unique package is being made available to businesses across the world in the water and power utility sector wishing to take part in AUW as members of the Business Beyond Borders delegation:

- Business meetings perfectly matching each BBB delegate needs and preferences
- Access to five technical sessions in the strategic conference, one of which organised by EREF specifically on hydropower
- A convenient matchmaking area at the heart of the trade fair, with free access to the side conferences during the fair
- Access to an international and well placed worldwide network, including several EU-funded support schemes
- Possibility to present your company and technology in the "Demo zone" stage

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- Possibility to participate in the Project and Country Spotlight sessions to access the newest project opportunities on the African continent
- Professional assistance on the spot to make the participation tailored to the needs of each BBB delegate
- Post event assistance and survey, to support the BBB delegates even after the participation in the event

The registration is now open at <http://www.african-utility-week.com/bbbmatchmaking>. More than 200 companies are expected to attend the B2B Meetings in the dedicated BBB area.

Business Beyond Borders, maximising your business matchmaking experience at African Utility Week 2017!

- ENDS -

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NOTES TO EDITORS:

African Utility Week: The only global meeting place, conference and trade exhibition for African power and water utility professionals. Organised annually by Spintelligent, African Utility Week offers a unique networking opportunity for engineers, stakeholders and solution providers alike.

The 17th edition of African Utility Week will take place from 16 to 18 May, 2017, and will host thousands of business from all over the world looking to trade and grow. The main sectors covered within African Utility Week are products and services for the power, water and waste management utilities industry: power generation, T&D, metering, clean technology, finance, reliability, water supply or energy efficiency.

The Business Beyond Borders Consortium:

EUROCHAMBRES: The Association of European Chambers of Commerce and Industry represents over 20 million businesses in Europe – 98% of which are SMEs – through members in 43 countries and a network of 1700 regional and local Chambers.

EMECA: The European Major Exhibition Centres Association unites 22 leading exhibition venues in Europe. They provide businesses with an excellent infrastructure and outstanding information networks. The 22 EMECA Members organise and host 1,769 exhibitions a year, both in Europe and all over the globe, with more than 350,000 exhibitors and over 41,5 million visitors.

UFI: The leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations.

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UFI represents 700 member organisations in 83 countries around the world. Over 900 international trade fairs bear the UFI quality label.

LOW: A strategic communications consultancy based in Brussels, with a network of associates across Europe. We specialise in creating policy-rich events; managing complex programmes; PR and all types of marketing communications; and EU related public affairs.



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